

Wisconsin Public Library Service: 2004 State Summary

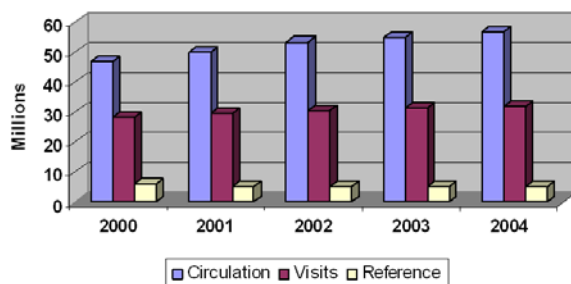
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Wisconsin's 387 public libraries submit reports annually to the Division for Libraries, Technology and Community Learning describing holdings, financing, staffing and services. Following are state summary statistics for 2004.

Public Library Services

Information provided by public libraries for 2004 reveals a year of growth in the five service levels reported. Wisconsin's public library circulation was 56.8 million, a 3.8 percent increase over 2003. Adult circulation grew 4.4 percent, while children's and young adult materials use increased 1 percent. The number of visits to public libraries increased 1.9 percent over last year and totaled 31.8 million. Attendance at library programs also continued to show substantial growth, increasing more than 4 percent to a state total of nearly 1.6 million. The number of reference transactions increased by over 6 percent to 5.3 million. The total number of interlibrary loans increased nearly 17 percent with over 4.8 million items loaned by public libraries to other libraries to fill user requests. Although library services provided in 2004 increased, public library staffing remained at 2003 levels and total library service expenditures increased about 2.5 percent.

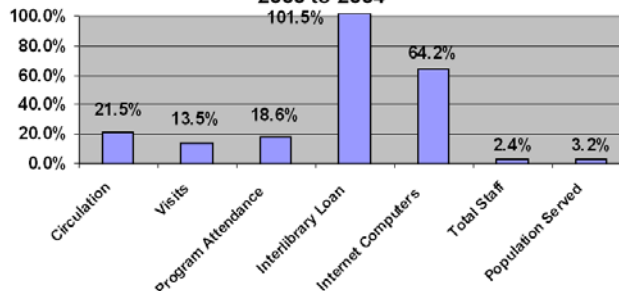
Public Library Circulation, Visits, and Reference Transactions



While Wisconsin's population has increased 3.2 percent since 2000, library use has grown at a much faster rate. Since 2000, circulation has increased 21.5 percent, visits to libraries have increased 13.5 percent, attendance at library programs has increased 18.6 percent, and interlibrary loans, or resource sharing among libraries, has more than doubled.

Other changes over this 4 year period include a 64 percent increase in the number of Internet-connected public use computer terminals or workstations available in libraries. During this period, total library staffing increased 2.4 percent.

**Public Library Category Percent Changes
2000 to 2004**



Use of public libraries by children and young adults is substantial. About 37 percent of all circulation is of children's and young adult materials. The attendance gain at library programs this year was due to a nearly 5 percent increase in attendance at children's programs. Most library programming is provided for children and young adults, and attendance at these 50,400 events was nearly 1.4 million in 2004.

Nationally, Wisconsin residents are comparatively heavy users of public libraries. The National Center for Education Statistics (NCES) per capita rankings for 2003, the latest year available, place Wisconsin 9th in public library visits per capita, 8th in circulation per capita, and 1st in interlibrary loans per capita. An estimated 57 percent of Wisconsin's population, or about 3.2 million residents,

Wisconsin's Public Library State Ranks - Per Capita

Visits	9	Subscriptions	5
Circulation	8	Paid Staff	19
Interlibrary Loans	1	Staff w/ Lib Master's Degree	18
Reference Transactions	25	Local and County Income	15
Internet Computers	12	Operating Income	19
Print Volumes	20	Staff Expenditures	18
Audio Collection	9	Collection Expenditures	20
Video Collection	5	Total Expenditures	17

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are registered public library users. The state ranks 25th in reference transactions per capita, but this service category appears to be growing after several years of steady decline.

Technology

The number of Internet-connected public use computer terminals or workstations available at libraries increased 4 percent from 2003 to 2004 to nearly 4,100. Wisconsin ranks 12th nationally in public library computers available per capita. The Bill and Melinda Gates Foundation distributed 743 PCs and servers to 235 Wisconsin public libraries and branches in 2003, and this program will continue to provide grants for technology training through 2006. All public libraries now have Internet connections, and 99 percent have broadband (high speed) Internet access. Informational databases such as those provided statewide through BadgerLink are now available to all state residents through their local library, as well as in homes, schools, and places of work.

Public library system efforts to support resource sharing have greatly contributed to the development of regional shared automation systems. Currently, 83 percent of Wisconsin residents are served by the 310 public library system members participating in shared automation systems. Automation system integration has greatly improved the library user's ability to access materials not available locally but held by other public library system members. Interlibrary loans, requests sent from one library to another for materials not available locally but wanted by a library user, continued the double digit annual growth that began in the mid 1990s. For 2004, total interlibrary loan traffic increased nearly 17 percent over 2003, with over 4.8 million items loaned by public libraries to other libraries. Items borrowed by these public libraries from other libraries at the request of their users increased 22 percent to over 4.6 million items. This increase in interlibrary loans (resource sharing)

has caused a corresponding expansion of regional and statewide interlibrary delivery services, an activity heavily supported by public library systems.

Staffing

For 2004 there was little change in public library and system staffing. The total reported, 3,217 full time equivalent (FTE) employees, was 0.4 percent greater than the 3,203 reported in 2003. Of all staff, 681 FTEs held master's degrees from a program of library and information studies accredited by the American Library Association. This is slightly below last year's professional librarian staffing level. In addition to those with master's degrees in library and information studies, 30 FTEs held master's degrees in other fields. Including those with master's degrees, 1,233 FTE staff held the title of librarian, a 1 percent decrease from 2003. Positions reported as support staff totaled 1,985 FTEs. Wisconsin ranks 18th nationally in ALA MLS staff per capita and 19th in total public library staff per capita.

Staff costs, including salaries, wages and benefits, increased to \$137.4 million, a 4.2 percent increase over 2003. Benefits increased 5.7 percent, while salaries and wages increased 3.6 percent. Wisconsin ranks 18th in public library salary and wages per capita and 19th in staff expenditures per capita.

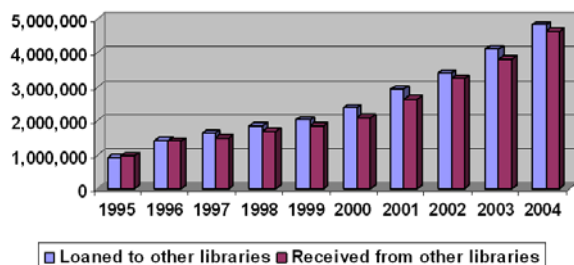
Collections

Statewide, changes from 2003 in public library collections were mixed. Total print volumes owned decreased slightly to 19.4 million. Wisconsin ranks 20th nationally in per capita print book and serial volumes. Audio materials held increased 7 percent to nearly 1.1 million items (9th per capita nationally) and video materials held grew by 11 percent to 1.2 million (5th per capita nationally). Statewide, total expenditures for public library materials totaled \$24.3 million, a decrease of 2.3 percent from 2003. Wisconsin ranks 20th nationally in collection expenditures per capita.

Public Library Demographics

Wisconsin has 387 public libraries. Of these, 340 are municipal public libraries, 24 are joint municipal libraries (combinations of cities, villages, and towns), 2 are joint city-county libraries, and 6 are tribal libraries. In addition, there are 7 consolidated county library services, with the county library providing public library services within the county.

Public Library Interlibrary Loans



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Eight counties supplement local library service with a county library service organization. Nineteen libraries have a total of 79 branch outlets. In addition, 12 bookmobiles also provide service to state residents.

About half of Wisconsin's public libraries are located in communities under 2,500 population. These 197 libraries serve about 500,000 residents, or 10 percent of Wisconsin's population. The 77 largest public libraries (20 percent of all libraries), are in communities of over 10,000 population and serve nearly 4 million residents, over 70% of the state's population.

All of Wisconsin's public libraries and counties have elected to participate as public library system members. Public library systems are single-county or multicounty library organizations created to improve public library services and to increase all residents' access to library materials and services.

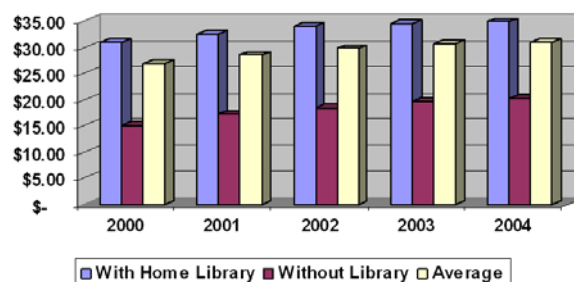
Of the 57 million items circulated, one third (19 million) are to persons who reside outside the library's home community. Approximately one-fifth of all checkouts, eleven million circulations, are to residents from the library's home county who do not have a local library. Wisconsin statutes require that counties reimburse public libraries within the county a minimum of 70 percent of the cost of public library service provided to these residents. About 8 percent of all use is by residents who have a local public library but who choose to use another public library within the county. The remaining nonresident circulation (about 5 percent of the total) is predominately to persons in neighboring counties or within the library's public library system area. Statewide, libraries reported that about 0.5 percent of use was by out-of-state residents, although some libraries in tourist areas experience much heavier use by these nonresidents. Circulation statistics have been collected by user residency since 1999. The use by residency distribution has been very consistent over this time period.

Income and Expenditures

Total library income increased by 1.5 percent to \$210.7 million in 2004. The statewide average per capita local and county tax support for public library service in 2004 was \$30.96, a 1.2% increase over 2003. Nearly three-fourths of the state's population resides in communities with a local public library. These residents paid an average of \$34.86 per

capita for public library service in 2004, a 1% increase over 2003. The range of support varied greatly, from under \$3.50 per capita to over \$94 per capita. Residents living in communities without a local public library pay a county tax for public library service. These residents paid an average of \$20.23 per capita, up 3.2 percent from 2003, with rates ranging from \$1.28 to over \$37 per capita. The 2004 state average library service tax levy rate decreased 5.2 percent to \$0.486 per \$1000 equalized assessed value (EAV). Likewise, library community tax levy rates also showed a 5.2 percent decline to \$0.597 per \$1000 EAV. Nonresident tax levy rates decreased 3.9 percent to \$0.261 per \$1000 EAV.

Per Capita Public Library Property Tax Support

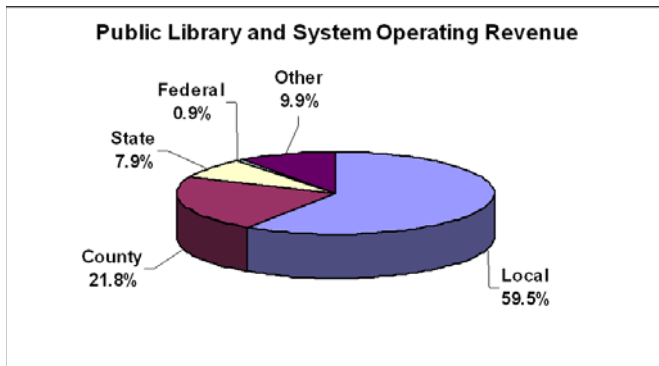


In 2004 municipalities provided 59.5 percent of all public library and system operating income, while counties contributed 21.8 percent. State and federal income accounted for 8.8 percent of all revenue. The remaining 9.9 percent came from service contracts, gifts, endowments, funds carried over from the previous year, and other income. Salaries, wages, and benefits accounted for 70.7 percent of all operating expenditures, library materials expenditures for 12.2 percent, and all other operating expenditures for 17.2 percent of the total expended. Total operating expenditures for public library service in Wisconsin, including expenditures at the municipal, county, and public library system level, were \$194.5 million for 2004, an increase of 2.5 percent over 2003. Total capital outlays were \$21.1 million for 2004, of which 92 percent was from local and other (not state, federal, or county) tax sources.

Statutorily, the amount requested for state aid to public library systems must equal 13 percent of local and county expenditures for public library service in the previous year. The actual amount provided is less. Because state funding for systems has grown at a slower rate than local

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and county funding, the relative share of state funding to local and county funding has steadily declined over the last 10 years. The FY2005-2007 state budget stops this decline by stabilizing funding at an index of 8 percent. ⚙